



MARKET MAYHEM

How To Avoid It

(and what to do when it strikes)

Protect Yourself First

Insurance

Contracts

Policies

Procedures

Guidelines



Customers Need Rules Too

Smoking

Bikes

Dogs

Make sure to post rules clearly



Vendors

Vendor Agreement

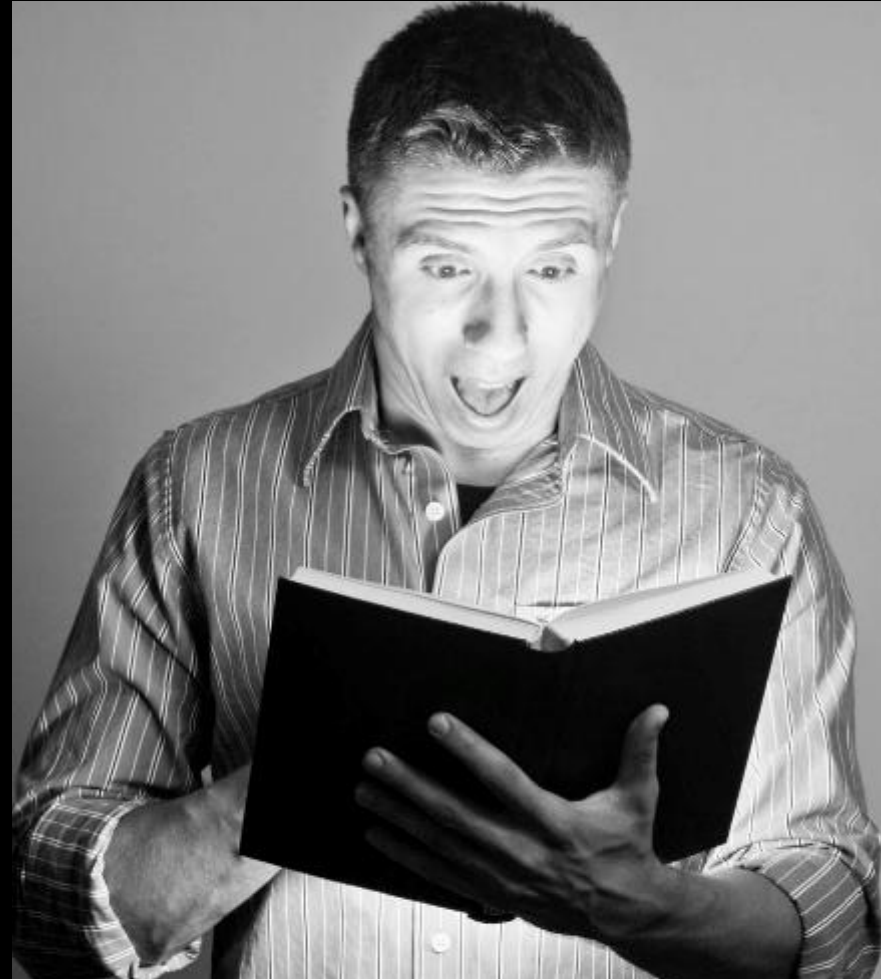
Vendor Liability Insurance

Vendor Handbook



What Belongs in a Handbook

Market Info
Market Standards
Market Logistics
Market Policies
Conduct
Fees/Payment
Market Currency
Compliance and
Enforcement



Top Vendor Policies

Vendor Load In/Load Out Process

Vendor Book In/Book Out Process

Code of Conduct

“...PFM will not be bound to apply a specific set of criteria in every instance and reserves unconditional discretion to accept or refuse any business as a PFM vendor.”

Signed Agreement



MAYHEM ENSUES

Set the Tone



Customers Are Awesome

Be gracious and helpful
Get help if needed
Document, Document,
Document



When Vendors Attack



The Vendor/Manager Relationship

Build Rapport Early

Remember, your market comes first

It's not as much about enforcing rules as it is setting and maintain culture

Pick your battles

Be decisive and consistent

Respond, Don't React

Have a Plan

Be Decisive, Consistent and Reasonable

Have an escalation procedure

Document

Rise above the drama

Don't worry, it will be ok

You Made It, Congratulations!



Annual Market Check-Up

Build On What You Have

Don't Be Afraid To Change